

SET Department Key Recommendations	In Progress	Complete	Goal Date
1. Improve Enrollment			
Target increased publicity /direct recruiting efforts at secondary schools	✓		
Create promotional video (in tandem with Theatre)	✓		02/2014
Host an annual Open House (in tandem with Theatre)	✓		11/2013
Streamline admissions process <ul style="list-style-type: none"> Remove requirement for letters of reference Remove requirement for information session attendance Remove requirement for Prospective Student information form 		✓ ✓ ✓	
Allow Upgrading/ ESL students to take SET courses as “Early Academic”		✓	
2. Improve Retention			
Encourage January enrolment to compensate for attrition		Ongoing✓	
Alter production schedule to allow for student employment			01/2014
Lobby to increase the number of student assistantships			05/2014
Hold midterm early-intervention meetings between students and Coord		Ongoing ✓	
Better connect/engage SET with THEA students(e.g., interdisciplinary events, social media, joint advertising and recruitment)	Ongoing ✓	✓	
Complete pathway into BPA with third-year courses		✓	
Strengthen program/course transferability to research universities			03/2014
3. Maintain Program Currency and Vibrancy			
Ensure faculty PD keeps up with new technologies/industry standards	Ongoing		
Ensure regular evaluation of all regular and contract faculty	✓		
Contribute to evaluation of Theatre Techs (instructional staff)	✓		
4. Reduce Program Costs			
Implement effective recruitment and retention strategies (above)	Ongoing✓	✓	
Ensure accurate charge-backs for internal Muir bookings, College-wide	✓		
Ensure accurate parsing of Theatre Tech costs among PA programs		✓	
Over-enrol first-year (up to 30) to off-set second-year attrition			09/2014

THEATRE Program Key Recommendations	In Progress	Complete	Goal Date
1. Recruitment			
Attend all secondary school career fairs	Ongoing✓		
Offer more secondary school workshops, including successful alumni ambassadors	Ongoing✓		
Create promotional video for online and info session use (in tandem with SET)	✓		03/2014
Host annual Fall term Open House (in tandem with SET)	✓		11/2014
With MCO, re-assert brand/highlight our unique position in BC theatre training: <ul style="list-style-type: none"> • As leaders in experiential learning • As gateway to professional excellence • As foundational pathway to future training choices (showcase success of students in degree-completion program in Wales and in NYC) 			09/2014
Continue to host and present at annual Association of British Columbia Drama Educators' theatre festival and at ABCDE events and conferences	✓		05/2014
Develop audience for program productions: <ul style="list-style-type: none"> • Attract larger Vancouver theatre community, essential to conveying to potential applicants that DC program is vital and positive option • Build relationship with media and theatre reviewers, to draw serious critical attention to our productions • Better promote productions with live Twitter feed and through web links 			12/2014
2. Student Engagement and Retention			
Incorporate in 1 st / 2 nd -year production classes promotional video and blog projects			09/2014
Increase student /program use of electronic media (Twitter, Instagram, YouTube)			09/2014
Create student-focused festival/theatre event, underscoring our role as incubator of creative activity			09/2014
Invite colleagues from destination programs to coach/audition students (as TSD)			09/2014
Develop closer relationship with MCO, and explore Theatre's (students') potential as a marketing resource while exploiting MCO's influence on recruiting			09/2014
3. Looking Forward			
Revise CGs in light of major trend, "actor as self-creating artist and entrepreneur"			04/2014
Create new third-year CGs for upper-level BPA-qualifying credit	✓		
Help graduates create small, mobile productions for local festivals (Fringe, etc.), possibly for third-year credit (Guided Study)			04/2015

With LLPA Dean, respond to/plan for space issues, particularly re: BPA in 2015			06/2014
--	--	--	---------

EXTERNAL ASSESSMENT:
DOUGLAS COLLEGE SET AND THEATRE PROGRAMS INTERNAL REVIEW REPORTS
April 5, 2014

Robert Gardiner
Professor and Acting Head Department
of Theatre and Film
The University of British Columbia

Recommendations:

The recommendations made by the SET and Theatre Departments are sensible and should be supported by the College. Strategies to keep enrolment at maximum capacity should continue and might expand. Part – time faculty awareness of the importance of stable full enrolment can be helpful. The recruitment and retention efforts proposed by the Departments should be supported and encouraged.

The SET, PEFA, and Theatre programs should investigate a merged Department if this would permit a wider range of strategies to raise enrolment and offset attrition.

The SET program might explore opportunities to collaborate with other regional institutions in developing online content for software-oriented instruction in computer-assisted design of lighting, sound, and stage scenery, and perhaps shared curriculum in other areas.

BC University transfer options for diploma students should continue to be updated and negotiated, and, when possible, students who expect to transfer should continue to be advised to investigate the non-specialization requirements at the University of their choice, and take transferable “breadth” courses outside the diploma programs to meet some of those requirements.

Options for additional faculty should be explored, particularly in the SET Department. More teachers may eventually be needed to support the new 3rd year programming for the BPA degree, provide more course-release for co-coordinators, and support the important additional courses in costume.

The Theatre Department concerns regarding room usage should be further investigated: the goal should be to find suitable rooms that can be dedicated to the SET and Theatre programs, and the BPA program, for rehearsal and project development. If at all possible, these rooms should not be included in the campus booking system; they need to be continually available for Theatre, BPA, and SET use.

Work with the College Marketing and Communication office could include increasing visibility of the theatre events as an attractor for potential students in many programs, since these events help define the campus as a vibrant centre of activity and community. This goal is suggested in the Theatre report, and should be pursued by the University administration.

